

Successful Steps for Holistic Integration of Mental & Behavioral Health in Primary Care

Session 2: Leadership and Successful Implementation -
November, 9, 2023

The image shows a YouTube video player interface. On the left is a circular logo with a red cross and the text 'AT THE CORE OF CARE' in white and red. Below the logo is a small 'ACTION CONDITION' logo. The main video area has a dark background with a play button icon, the title 'At the Core of Care: Healing the Community: How Health C...', a description 'In this episode, we have a conversation with two community health professionals about the role...', and a duration of '00:00:00'. Below the description is a white waveform. At the bottom, there are buttons for 'SHARE', 'SUBSCRIBE', and 'DESCRIPTION', and a volume icon on the right.



The logo features a stylized geometric design on the left, composed of overlapping blue and red shapes forming a diamond-like pattern. To the right of this graphic, the text 'HEALTH CENTER RESOURCE CLEARINGHOUSE' is written in a bold, dark blue, sans-serif font.



Housekeeping

1 Captions

To adjust or remove captions, click the "Live Transcript" button at the bottom of your Zoom window and select "Hide Subtitle" or "Show Subtitle."



CC

Live Transcript

2 Questions

Please add your questions for the speaker and comments for the group into the Chat box.



Chat

3 Technical Issues

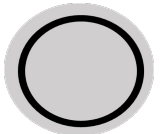
Please raise your hand to let us know or message us in the chat.



Raise Hand

4 Recording

This session will be recorded and available to view on Vimeo



Recording



NNCC CE Disclosures

Accreditation Statement: The National Nurse-Led Care Consortium is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

Success Completion Requirements: Nurses completing the entire activity and the evaluation tool may be awarded a maximum of **1.0 contact hours** of nursing continuing professional development (NCPD). **To obtain nursing continuing professional development contact hours, you must participate in the entire activity, participate in audience polling and/or Q&A sessions, and complete the evaluation.**

Relevant Financial Relationships: It is the policy of the National Nurse-Led Care Consortium to require nursing continuing professional development program faculty and planning committee members to disclose any financial relationship with companies providing funding or manufacturers of any commercial products discussed in the educational activity. The program faculty and the planning committee members report they do not have financial relationships with any manufacturer of any commercial products discussed in the activity.



The National Nurse-Led Care Consortium (NNCC) is a nonprofit public health organization working to strengthen community health through quality, compassionate, and collaborative nurse-led care.

We do this through

- training and technical assistance**
- public health programming**
- consultation**
- direct care**



<https://nurseledcare.phmc.org/>

NNCC NTTAP Team



Jillian Bird
Director of Training and Technical Assistance



Matt Beierschmitt
Senior Program Manager



Fatima Smith
Program Manager



Junie Mertus
Program Intern

Introduction/Welcome

- 5 minutes

Didactic

- 30-40 minutes

Questions & Wrap-Up

- 10-15 Minutes



Today's Agenda

Meet our speaker:



Dr. Eboni Winford, Ph.D, MPH

Director of Research and Health Equity

Cherokee Health Systems

Knoxville, TN





A Successful Leader Today: The Importance of Leadership in Integrated Care Implementation

Eboni Winford, PhD,MPH

Director of Research and Health Equity

**Clinical Director--National Consultation and
Training Program**

November 9, 2023

HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?

EXCITE

Host kick-off event(s) where key leaders "brag" about integrated care. Speak positively



TIME

Dedicate time to routinely check in with implementation team. Supportive iterative quality improvement



EVALUATE

Determine whether your organization is ready for this level of change



EMPOWER

Handpick interdisciplinary team. Develop workforce while empowering team members to implement rapid change. Give designated authority.

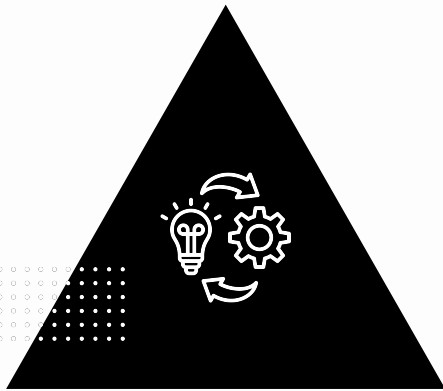


SUPPORT

Communicate enthusiasm and expectations of leaders at all levels. Share positive stories



HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?



EVALUATE

Determine whether your organization is ready for this level of change



S.W.O.T ANALYSIS



S

Strengths

Internal to the
team/organization



W

Weaknesses

Internal to the
team/organization



O

Opportunities

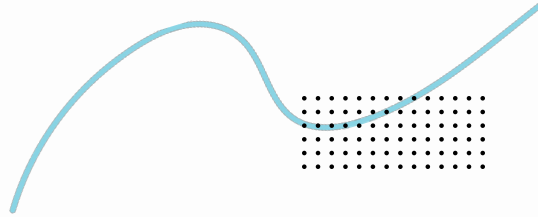
External to the
team/organization



T

Threats

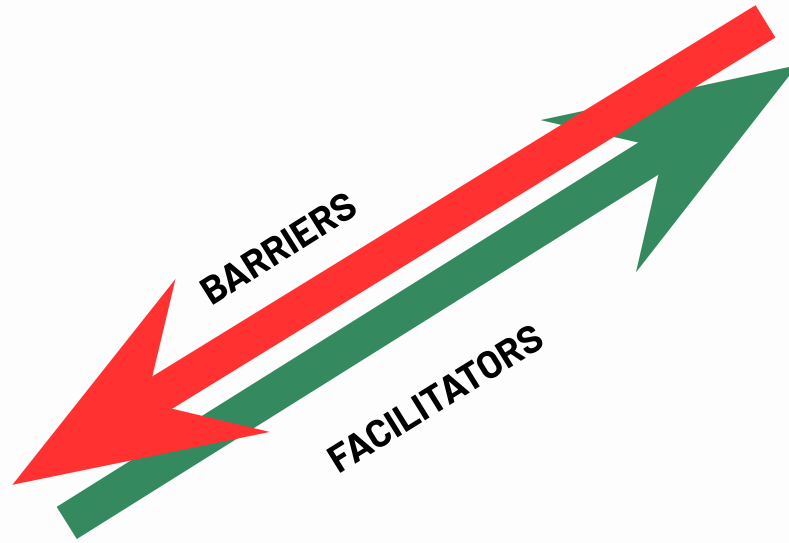
External to the
team/organization



STRATEGIC PLANNING

DESIRED FUTURE
STATE

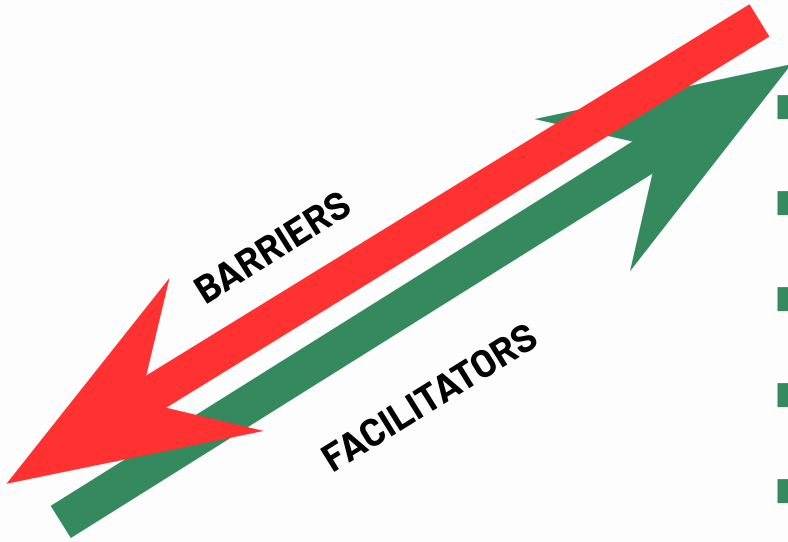
CURRENT STATE



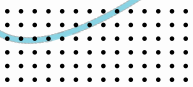
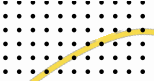
STRATEGIC PLANNING

CURRENT STATE

DESIRED FUTURE STATE



LEADERSHIP



HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?

EXCITE

Host kick-off event(s) where key leaders “brag” about integrated care. Speak positively



WHO SHOULD ATTEND A KICK-OFF EVENT?



C-SUITE



**BILLING &
CODING**



**CLINIC
OPERATIONS
MANAGER**



IT



**NURSE
CHAMPION**



**PRIMARY
CARE
PROVIDER
CHAMPION**



**BEHAVIORAL
HEALTH**



PHARMACY



**FRONT
OFFICE
CHAMPION**



WHO ELSE?

WHAT SHOULD YOU DO AT A KICK-OFF EVENT?



**SHOW
ENTHUSIASM**



**EXPRESS
HOPE**



**SHARE
POSITIVE
STORIES**



**ENCOURAGE
FEEDBACK**



**SHARE
EVIDENCE**



**TEACH THE
CLINICAL
MODEL**



**DISCUSS
QUALITATIVE
DIFFERENCES IN
CARE MODELS**

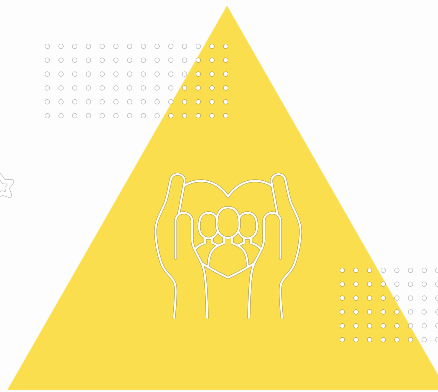
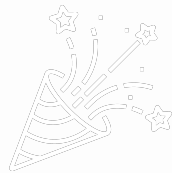


**NORMALIZE
ANXIETY**



**MAKE AN
ACTION
PLAN**

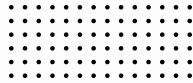
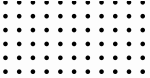
HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?



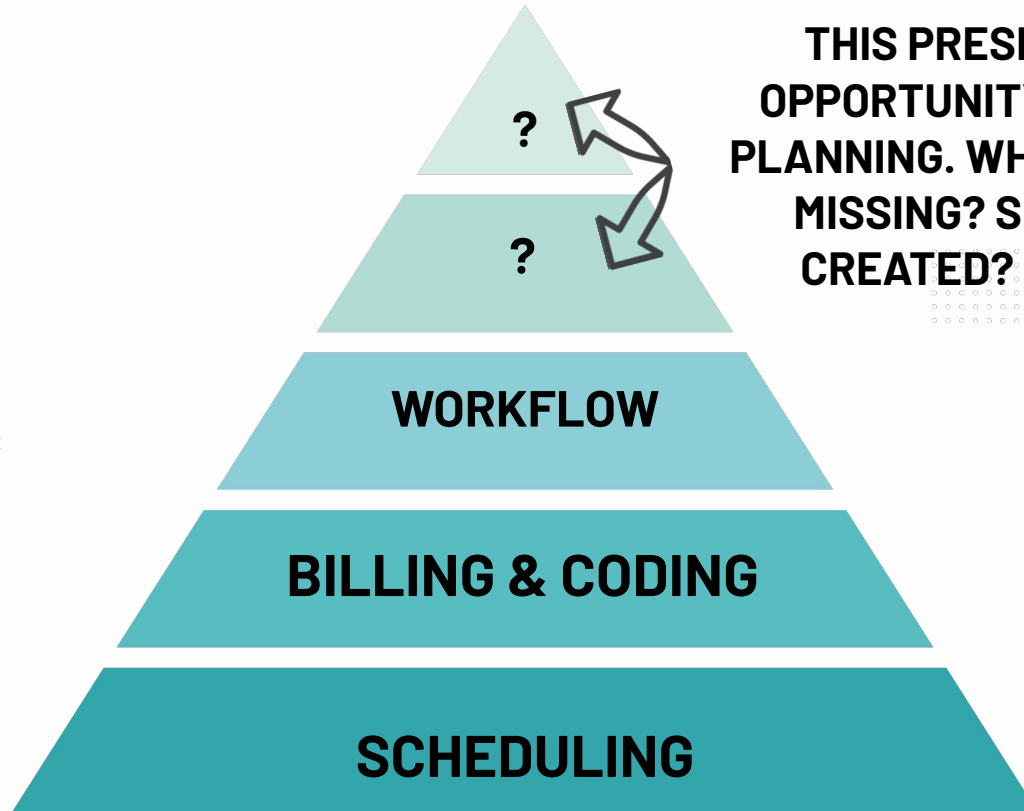
EMPOWER

Handpick interdisciplinary team.
Develop workforce while empowering team members to implement rapid change. Give designated authority.

LEADERSHIP AT EVERY LEVEL



LEADERSHIP AT EVERY LEVEL



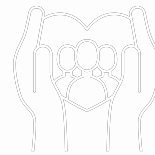
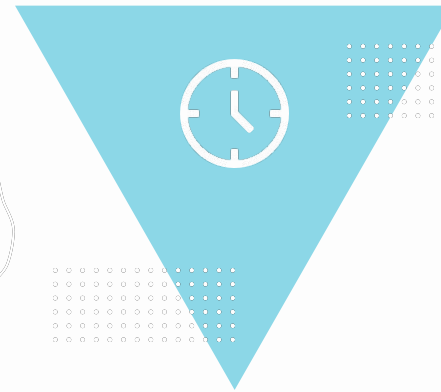
THIS PRESENTS ANOTHER OPPORTUNITY FOR STRATEGIC PLANNING. WHAT POSITIONS ARE MISSING? SHOULD THEY BE CREATED? REORGANIZED?



HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?

TIME

Dedicate time to routinely check in with implementation team. Supportive iterative quality improvement



GIVE, CREATE, TAKE TIME

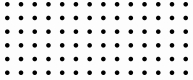
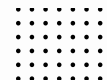
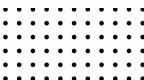
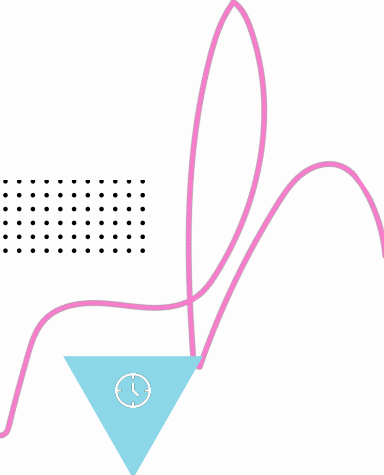
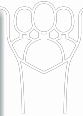
COACHING

SHADOWING

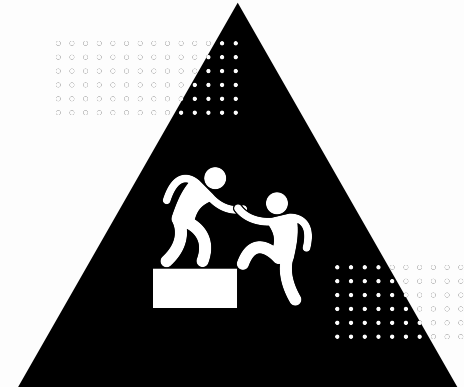
LEADERSHIP ROUNDING

**ROLE
MODELING**

**PROBLEM
SOLVING**



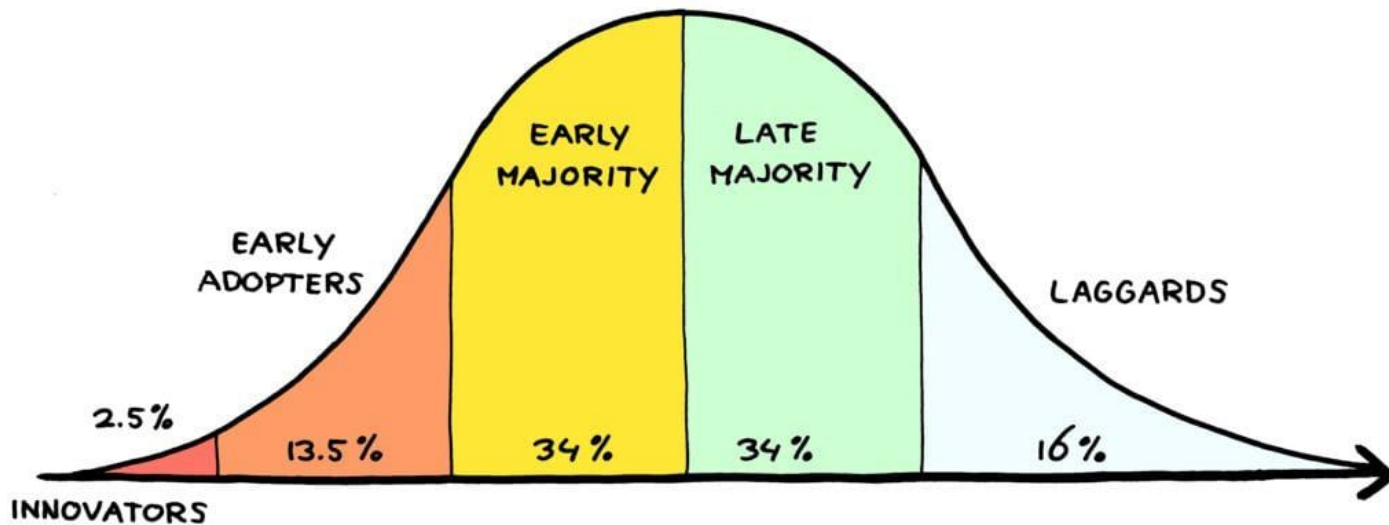
HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?



SUPPORT

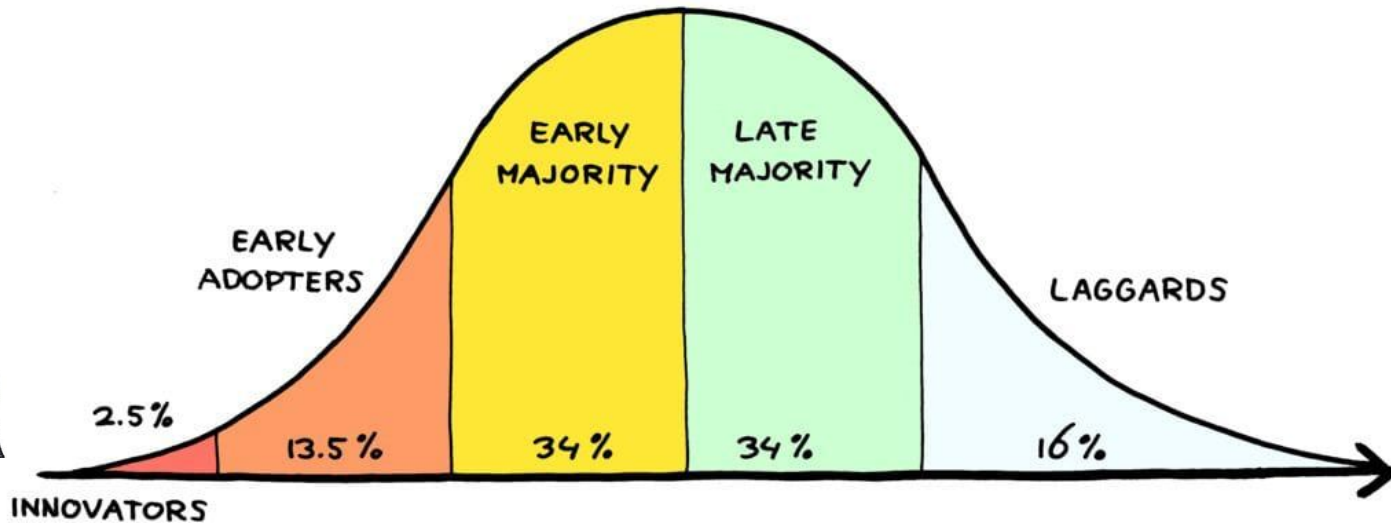
Communicate enthusiasm and expectations of leaders at all levels. Share positive stories

COMMUNICATE AND SET REALISTIC EXPECTATIONS



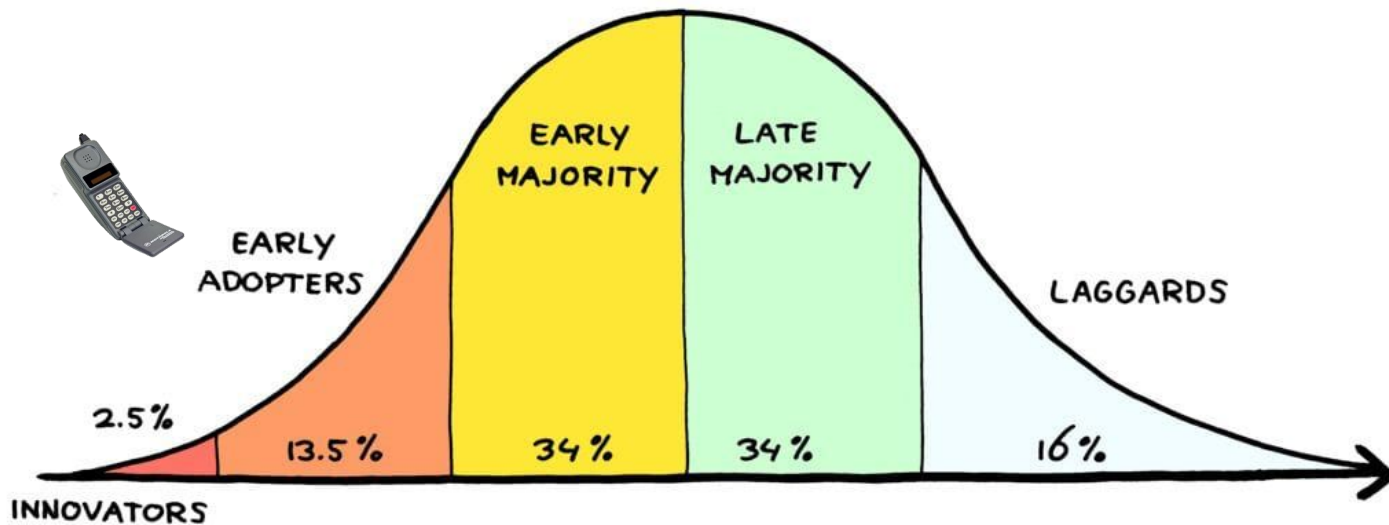
ROGERS' INNOVATION ADOPTION CURVE

COMMUNICATE AND SET REALISTIC EXPECTATIONS



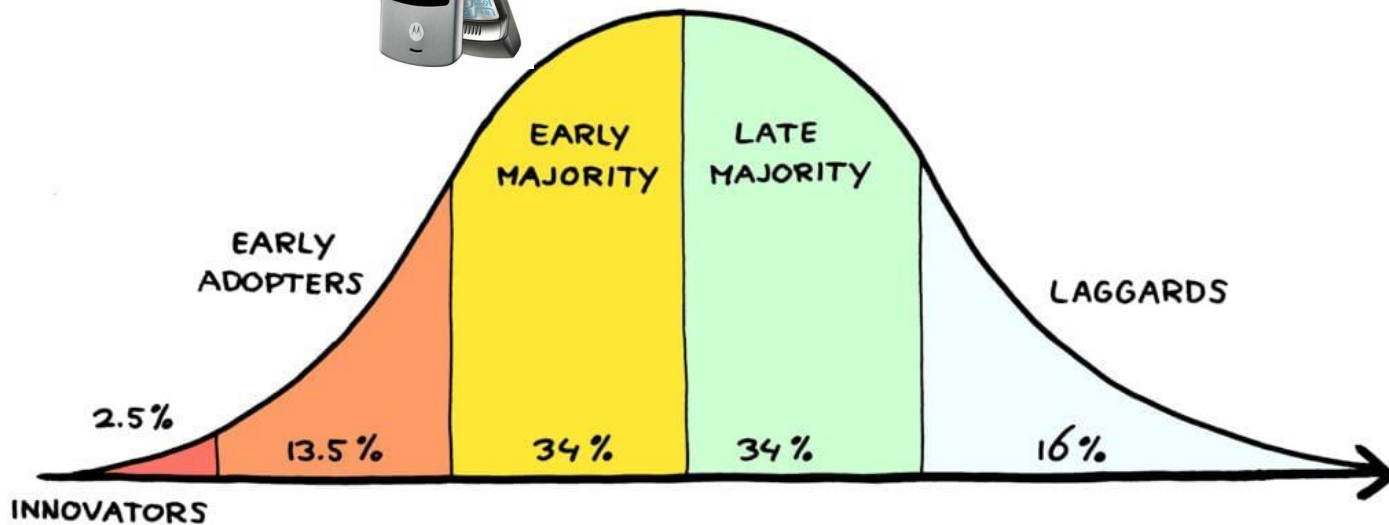
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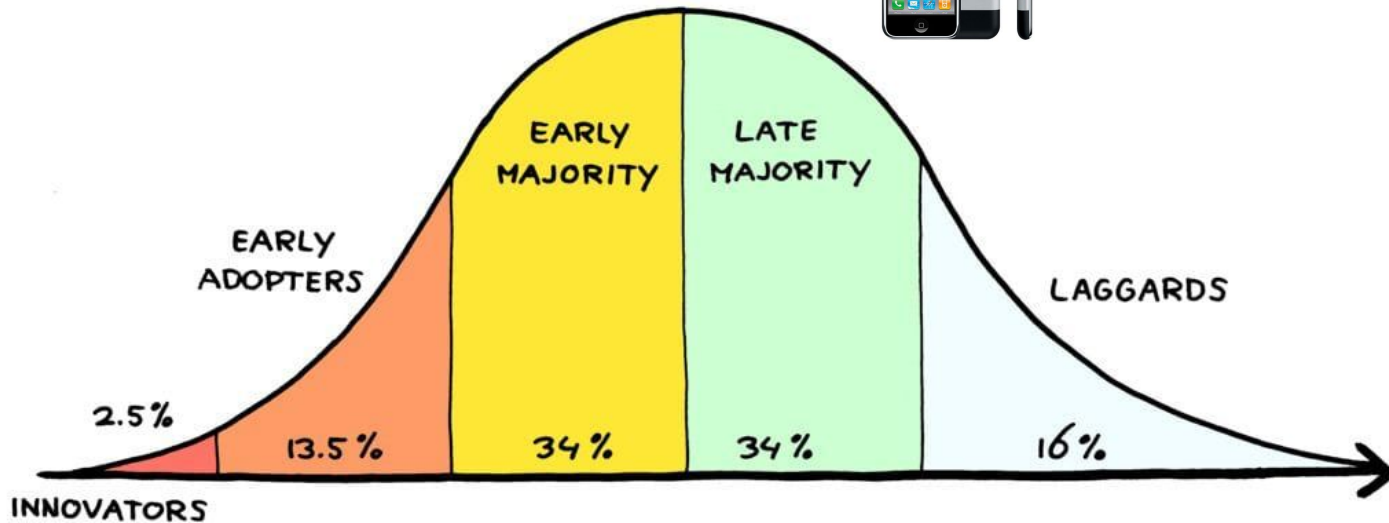
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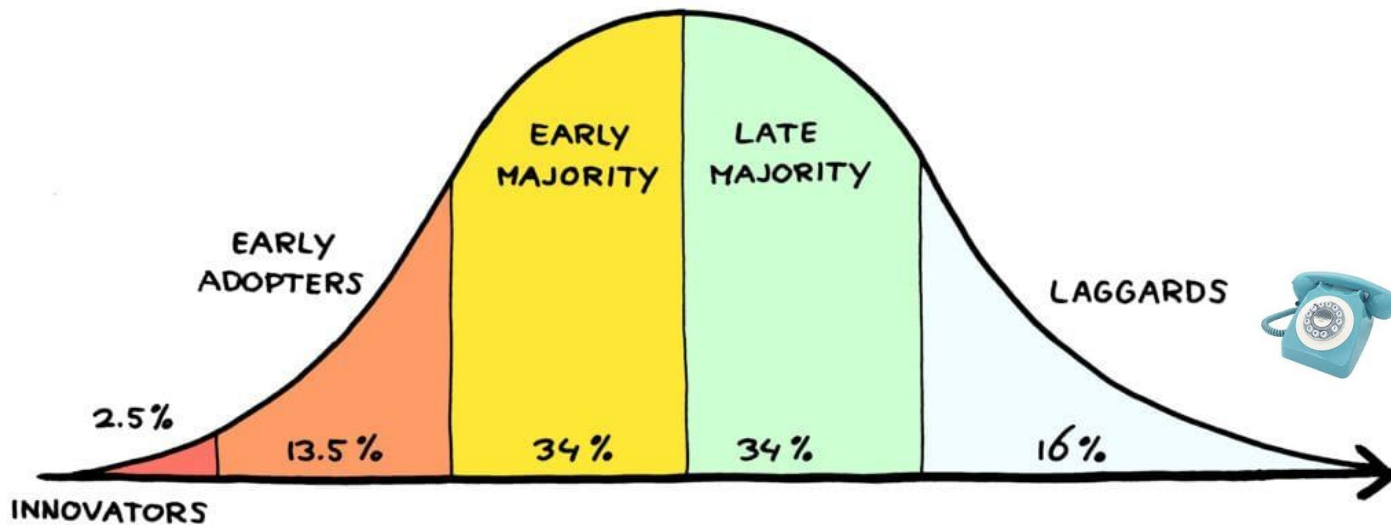
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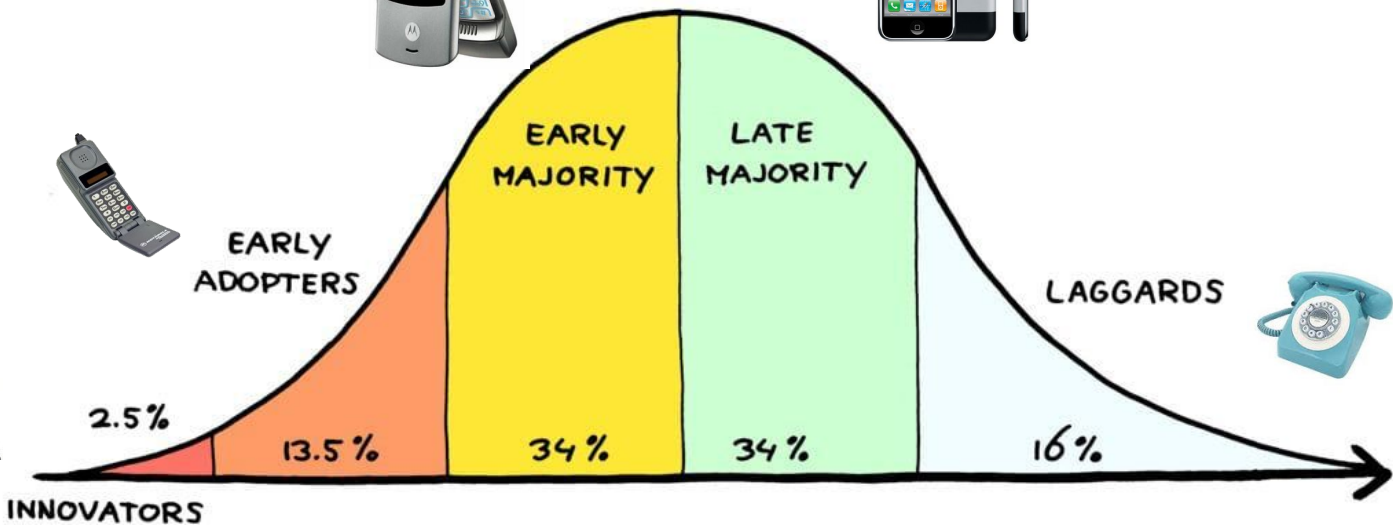
ROGERS' INNOVATION ADOPTION CURVE

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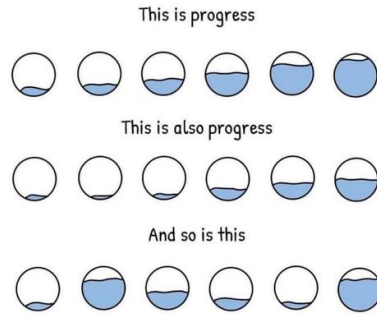
ROGERS' INNOVATION ADOPTION CURVE

WHERE DO YOUR TEAM MEMBERS FALL ON THE CURVE?

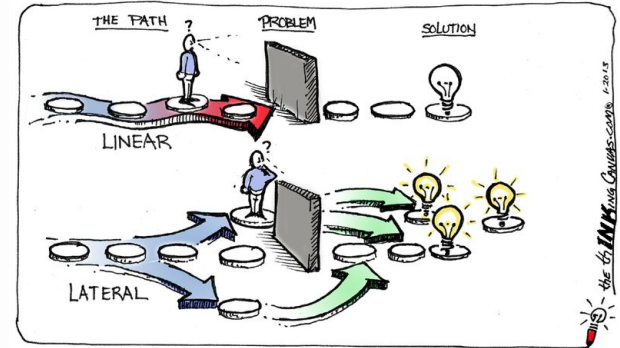
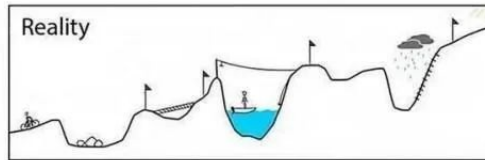
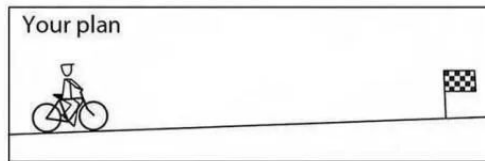


ROGERS' INNOVATION ADOPTION CURVE

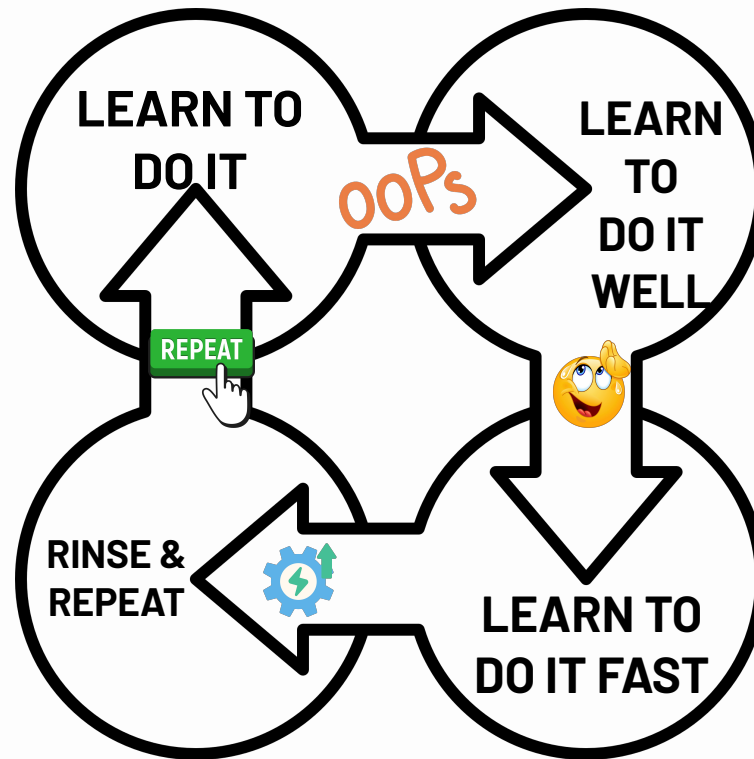
PROGRESS ISN'T ALWAYS LINEAR



mounika.studio



PROGRESS ISN'T ALWAYS LINEAR



OPEN DISCUSSION

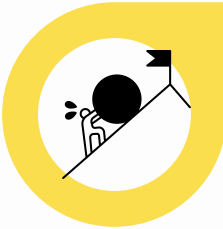
Successes



Asks & offers (of & to each other)



Challenges



Clarification (from me)

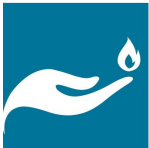


DISCUSSION

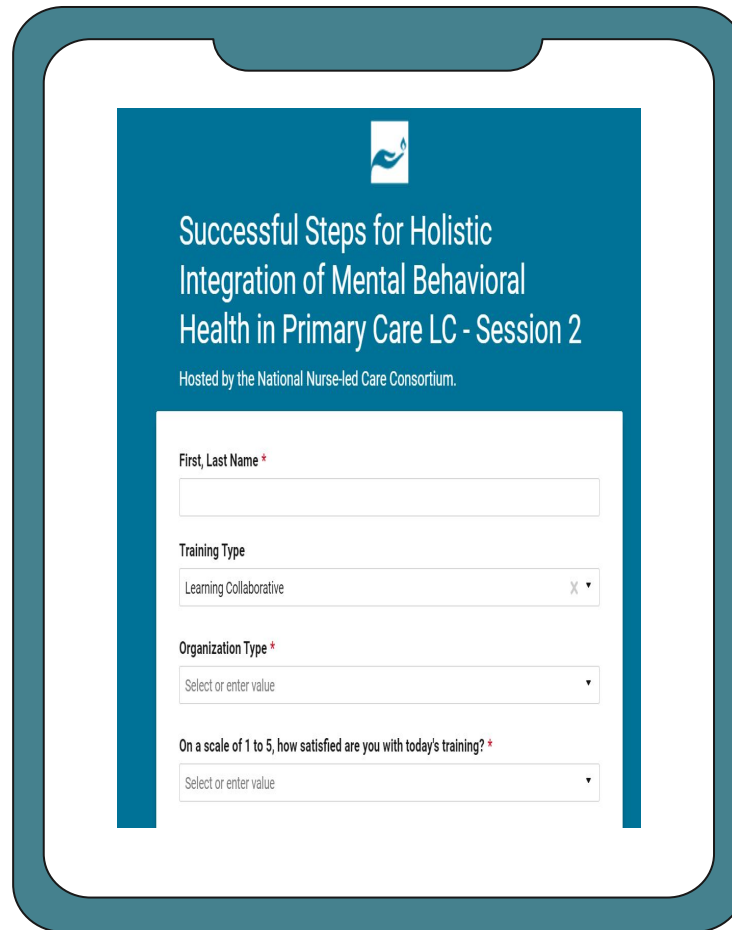
QUESTIONS

COMMENTS


Resources



Evaluation Survey



The image shows a tablet with a survey form on its screen. The form has a dark blue header with a logo of a hand holding a flame. The title of the survey is 'Successful Steps for Holistic Integration of Mental Behavioral Health in Primary Care LC - Session 2', and it is hosted by the National Nurse-led Care Consortium. The form contains four input fields: a text field for 'First, Last Name', a dropdown menu for 'Training Type' (currently showing 'Learning Collaborative'), a dropdown menu for 'Organization Type', and a dropdown menu for 'On a scale of 1 to 5, how satisfied are you with today's training?'.



Successful Steps for Holistic Integration of Mental Behavioral Health in Primary Care LC - Session 2

Hosted by the National Nurse-led Care Consortium.

First, Last Name *

Training Type

 X ▾

Organization Type *

 ▾

On a scale of 1 to 5, how satisfied are you with today's training? *

 ▾

Access T/TA Resources



HEALTH CENTER RESOURCE
CLEARINGHOUSE



Upcoming Trainings

Future Trainings

- **Enhancing Healthcare Access for Special Populations Through Telehealth and Home Visitation Services- November 14 @ 1 PM EST**
- **Title:** *Leadership and Successful Implementation*

Session 2 will focus on enhancing understanding of integrated care models and aspects of gaining leadership support for successful implementation. Leadership endorsement is critical for the successful implementation of integrated care methods. Participants will engage in discussions centered around strategies to gain leadership buy-in. Case analyses and group exercises will empower attendees to identify key motivators for leaders and tailor their approach to effectively communicate the benefits of integrated care, thereby securing the necessary support.

Registration: https://us02web.zoom.us/webinar/register/WN_Sa-mTgAMTYKvwm2ERUq7v2#/registration

<https://nurseledcare.phmc.org/training/webinars.html>

Thank You!

If you have any further questions or concerns please reach out to Fatima Smith
fasmith@phmc.org.

